

Convert unwieldy corporate data into a true source of value

According to experts, up to 90% of valuable business data is stored in unstructured form, such as:

- E-mails
- Operator notes
- News articles
- Memorandums
- Reports

The volume of unstructured data is growing at the rate of 15-25% per year.

“It is now time to focus on the business intelligence value of text and the role of text mining techniques in harnessing this relatively untapped source of business intelligence.”

Dan Sullivan – Author of “Document Warehousing and Text Mining”

Throwing Away Useful Information?

Internal and external communications are done at an increasingly higher speed. Companies are managing more ongoing interactions than ever. Engaging customers, partners and suppliers in a close dialog is now a critical element of successfully doing business.

Today, communication is done through the company web site, e-mails, portals, extranets and news groups. The proliferation of interaction channels fuels rapid growth of this type of natural language text information.

Companies are gearing up their information systems to meet the new requirements of the multi-channeled era. New technologies enable us to collect vast amount of interaction information. But the task of analyzing textual data that these systems make available to us is still largely unsolved.

The enormous potential of knowledge it contains remains virtually untapped.

- Do you capitalize on your enterprise information?

Where traditional data mining falls short

Up till now, the means for analyzing and utilizing information resulting from freeform communication has been limited. Why is that the case? Traditional data mining and data warehousing technologies only deal with structured data. Till date, analysis of unstructured data has been out of the reach these analytical tools.

- How do we solve this problem?

Text mining has the capability of extracting meaningful knowledge from very large quantities of unstructured information. Leading companies utilize text mining to target the problem of information overload.

By using tools that exploit recent advances in linguistics, artificial intelligence, and neural networks, companies can increase efficiency and quality of many business-critical operations.

Business Value

- Improve responsiveness by better utilizing feedback from customers and partners
- Increase customer satisfaction by being more attentive to their needs and concerns
- Reduce operation costs by decreasing the time needed to analyze incoming communication
- Obtain a multi-dimensional view of business issues by joining quantitative and qualitative data

Unleash the true potential of data mining



PolyAnalyst™

PolyAnalyst is a powerful, scalable, and easy-to-use data mining tool. It is the only suite that seamlessly handles data and text on a single platform for clustering, classifying, segmenting and predicting warehouse data as well as finding association rules in transactional data.

TextAnalyst™

TextAnalyst will help you quickly summarize, efficiently navigate, and cluster documents in your textbase. Our product gives you the ability to perform semantic information retrieval or focus your text exploration around a certain subject. TextAnalyst currently supports seven different languages.

Discover Novel Knowledge!

Free-form text information gathered from dialogs holds a large potential to improve almost every aspect of how business is conducted. When you collect structured data for traditional analysis purposes, you initially decide exactly what type of data to record.

- What you know is what you get.

In contrast, dialog analysis on free-form text opens up the possibility of discovering truly novel knowledge.

- Get what you don't know.

Due to the open nature of freeform text (or speech), the dialog may cover any subject your customers, partners or employees find important.

Enterprise Dialog Analysis is capable of pointing out issues and behavior that cannot otherwise be identified by standard analysis tools in ERP, CRM, data warehouse and other enterprise wide systems.

Typical Applications

- *Identify problems with product lines and services*
- *Analyze call center records to find areas of improvements*
- *Categorize and route e-mails automatically for faster processing*
- *Increase responsiveness to customers' feedback*

Leading the Field of Dialog Analysis

Megaputer Intelligence has the leading solution for analyzing dialog messages. Contact us, and we will send you all the information you need.

and white papers on the subject, in addition to evaluation versions of our software.

Download the software from our Web site! www.megaputer.com

Customer E-mails

By analyzing incoming customer e-mails, you can discover what types of concerns and requests your customers have as well as how these issues relate to different products, departments, and services. In addition to e-mails, other channels of corporate communication like newsgroups and electronic message boards are sources of unstructured text that can be easily analyzed.

Open-ended Comments

"Your opinion is important to us!", Do you remember those "comments" fields asking partners and customers to provide you with their valuable insights?

The lack of a powerful tool to process and analyze these comments makes it hard to get all the benefits from the information analysis. Megaputer Intelligence offers a streamlined solution to extract those valuable nuggets of knowledge.

Employees' opinion

An important emerging field within freeform text analysis is surveying employees to uncover trends in employee satisfaction, attitude towards the company, problems in job execution and so on.

These results can complement other types of analysis, e.g. productivity reports, customer satisfaction surveys and quality reports, to give a more complete and multi-dimensional picture of business issues.